

Product Packaging: Pay Attention to the Details

Any time that someone purchases a product, there are a number of factors that affect their choice. First, the product itself needs to be something that they have an interest in – even if it is only a passing interest. Second, they need to be attracted to the particular product.

That's where the importance of product packaging becomes important. The colors of the packaging can contribute to a customer choosing one product over another. The font style and writing on the product packaging can influence the purchasing decision. Likewise, the quality of the packaging can determine whether a customer buys your product or one produced by your competitors.

The quality of the packaging plays a role at more than just the consumer level: the quality and style of product packaging is also an important consideration for commercial customers as well.

Different product packaging can affect a number of characteristics, particularly when it comes to supplying food products. Those at Sevilco, Inc. know this. Their knowledge has contributed to the packaging styles that they offer. Most notable of their packaging options is the ability to purchase vacuum sealed packages from them.

How does vacuum sealed product packaging allow them to focus on the details? It allows them to take all of the following into consideration:

- Concerns about damage during shipping. By shipping a product with a vacuum sealed plastic package within a plastic container, they are able to provide their product in a strong package – one that reduces the risk of damage during shipping;
- Shipping weight. A vacuum sealed plastic package in plastic container is lighter than options such as an iron can or a heavy plastic pail;
- The dimensions of the packaging materials. Vacuum sealed packaging allows the item to ship in compact, rectangular containers rather than bulky plastic pails or iron cans;
- The shelf life of the packaged product. Vacuum sealing allows the product to remain shelf-stable for up to two years, however the product is more stable – it's flavor is less impacted by vacuum sealing than it is by stabilization practices that are undertaken for sterilization in cans or for maintaining products in plastic pails;
- The flavor of the packaged product. In the case of olives shipped using plastic pails, salt is used to preserve the olives, and the saltiness of the brine detracts from other savory flavors in the product. Likewise, though much of the salt is removed during pasteurization of the canned olive products, the overall flavor is also affected. In a vacuum sealed plastic package, however, less salt is necessary as it is not needed for preserving the olives, and the flavor of the olives is preserved from the preparation and cooking of the product.

Because of the attention to detail paid during the packaging process, you can be sure that you are receiving a product that will be in top condition when it arrives. You can also be sure that shipping rates will be economical and that the product itself will be both flavorful and fresh.

More importantly, however, you will be able to work with the team at Sevilco, Inc. to ensure that their packaging also reflects your unique brand. You'll be able to determine the right colors, font and descriptions that will allow you to sway your customers to your own store brand rather than others that you may carry.

Product packaging is important. Why leave packaging to chance? Why choose a method of packaging that detracts from the product itself? It's not only possible, but it's also simple, to pay attention to packaging and to deliver a great product at a great price. Sevilco, Inc. can help.